From: Morning Consult
To: lmartin@bakersfieldpd.us
Subject: Our Best Intel: The Most Trusted News Anchors, 2020 Frontrunners, Thanksgiving Shopping Outlook, and More
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In this edition of Our Best Intel, we reveal the most trusted **network television hosts** as well as a look ahead at the **2020 election landscape**. Ahead of Thanksgiving and the busy holiday travel and shopping season, we explore which **airline Americans love most**, consumer views on **Thanksgiving Day shopping**, and which **features smartphone owners prioritize**.

ENTERTAINMENT INTELLIGENCE

Lester Holt is the **most trusted news anchor** and Sean Hannity is the least, according to a new poll from Morning Consult and The Hollywood Reporter. Republicans' favorite television news host is Fox News' Tucker Carlson, with a net favorability of 31 percentage points.

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POLITICAL INTELLIGENCE

26%

of Democratic voters selected former Vice President Joe Biden as their **first choice for president** in 2020, the largest share of support in a crowded list of potential candidates. Sen. Bernie Sanders came in second with 19 percent and Rep. Beto O'Rourke placed third with 8 percent.

SEE THE REST OF THE FIELD

ECONOMIC INTELLIGENCE

Retail promotions have seeped into nearly every American public holiday, from Labor Day sales to Mother's Day specials. Just two days have traditionally stood apart from the shopping frenzy: Thanksgiving Day and Christmas Day. A new survey finds 52 percent oppose stores opening for **shopping on Thanksgiving** Day.

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WEEKLY BRAND SPOTLIGHT

89%	58%	49%
Have Heard of Southwest	Have a Favorable Opinion	Say Southwest is a Good Value

Next Sunday is likely to be one of the **busiest days in the history of the airline industry**, with over 30 million customers potentially traveling according to Airlines for America. Ahead of this busy week, Morning Consult Brand Intelligence data finds Southwest airlines is particularly well-positioned in the market.

A recent Morning Consult report on the travel industry revealed Southwest is the most loved airline. Newly released data also finds Southwest is the airline that customers are most likely to perceive as a good value relative to the cost. Forty-nine percent of consumers say Southwest is either a somewhat or very good value, at least 8 points higher than any of their main airline competitors.

GET MORE DATA ON SOUTHWEST

BRAND INTELLIGENCE

2,000+	60,000	50+
Brands Tracked	Interviews per Brand Annually	Demographic Variables Tracked

Brand Intelligence offers powerful insights into what consumers are thinking, seeing, and saying about the world's leading brands.

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BRAND INTELLIGENCE

While smartphone makers continue to dress up devices with high-tech options such as facial recognition, voice assistance or virtual reality, **smartphone owners say they value more functional features** like battery life when picking a phone.

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ECONOMIC INTELLIGENCE

New York's Long Island City and Northern Virginia's Crystal City beat out 236 competitors to become **Amazon's dual second headquarters.** While both cities have a large pool of tech workers to draw from, New York City has surpassed D.C. in the growth of the workforce, which could present difficulties for companies seeking out talent.

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OTHER NUMBERS TO KNOW

40%

The U.S. market for autonomous vehicles will be $332 billion by 2026, according to Ford. About 40% could be for goods delivery including small businesses that are often constrained because they can't afford to hire drivers or buy delivery vehicles for only sporadic use.Read

61%

Congressional districts won by Democrats this year account for 61 percent of the nation's GDP, while those won by Republicans account for 38 percent.Read

$600m

Nearly $600 million in sports bets have been placed in New Jersey since mid-June, with bettors ponying up $260 million in October alone.Read

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